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Vita Flex

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## **Vita Flex Congratulates Victory Team Member Caroline Roffman and Her Highness O for Taking Reserve Champion at 2013 US Dressage Festival of Champions**

Wellington, FL (October 30, 2013) . Vita Flex, a leading supplier of advanced performance products for horses, is proud of their Victory Team member Caroline Roffman for a strong performance and placing as Reserve Champion riding her own mare, Her Highness O, at the 2013 US Dressage Festival of Champions presented by the Dutta Corp. Although this year's festival was cut short due to potentially dangerous weather conditions, Roffman and Her Highness were able to ride before the storms set in to finish first in the Intermediaire I Freestyle test, earning 76.625% which placed them with an overall total of 73.504% for the Reserve Champion win. Today, Her Highness O finished her career as a small tour horse - winning the I1 Freestyle with a 76% and becoming Reserve National Champion! Roffman told her FB friends after the win, The journey she has taken me on has been absolutely unforgettable . from broodmare to here, where we are today as friends and partners. Thank you to everyone who has helped me along the way!+she added.

Their journey has definitely been exciting. Her Highness O, a 10 year old Hanoverian mare (Hohenstein De x Spa Wild Lady O x Weltmeyer), was a former broodmare before Roffman acquired her and took her to become the 2012 USEF National Developing Horse Prix St Georges Dressage Championship presented by the Dutta Corp and Performance Sales International winner. Roffman continued to compete this beautiful black mare and totally ruled many of the shows during the 2013 Winter Equestrian Festival, including winning a Team Gold and Individual Bronze

at the CDIO Nations Cup in Wellington. Roffman and Her Highness then traveled to Europe and finished in the 70 percentile at Aachen, which prompted the United States team Chief DeEquipe, Robert Dover to declare, "A star is born."

The fine line for Roffman and her equestrian partners is teamwork that, as she describes, is when a horse shows brilliance and spirit but is still focused on the rider. She believes that supplements used during training offers the opportunity for her horses to gain the confidence they need in the ring to remain composed and focused. Roffman likens her horses' performance to that of human athletes, where it takes teamwork and the best of everything to stay healthy and put in a top performance.

In fact, Roffman says, "I think it's a really large part of why I am competitive in the show ring. It's the management and care of my horses and Vita Flex is a huge part of that, every horse in our barn is on a Vita Flex product. One of those products is Accel® Lifetime, a general vitamin and mineral supplement that provides the essential nutrients that horses need to reach this peak level of performance. Roffman avoids making quick judgments with her show partners and her journey with Her Highness O is a perfect example of this. When she began working with Her Highness, the mare had only 45 days under saddle in the preceding two and a half years, but Roffman quickly found that she was an up and comer. Roffman says that Her Highness's unique character, huge heart and willingness to give 100% all of the time has enabled her to become one of the highest-ranked Intermediaire I-1 dressage horses in the US. Although the judgment might not be made quickly, Roffman has a knack for finding the "sparkle" that helps a top equine athlete shine. "I think you can see it. It's a presence, just like people, you know, you see one and they stand tall or they have a bright expression in their eye. I think besides being talented at what they do, that's a huge part too."

The Vita Flex Victory Team is comprised of many world-class riders from all disciplines, including dressage riders, Adrienne Lyle and Lisa Wilcox, jumper riders, Lauren Hough, Todd Minikus and Patty Stovel, eventer Jan Byyny, and reiners Bob Avila and Al Dunning. Members of the Vita Flex Victory Team rely on Vita Flex® products and are proud to represent the company. Vita Flex Nutrition offers animal health supplements, antioxidants, electrolytes, joint supplements, performance products, topicals and vitamins and minerals. Vita Flex® products are researched

and tested by equine nutritionists and veterinarians and have been relied upon for more than two decades by owners, trainers and top riders.

For more information about Vita Flex Nutrition products, visit their website at [www.vitaflex.com](http://www.vitaflex.com) or call (800) 848-2359.

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Photo: Caroline Roffman and Her Highness O. (Photo courtesy of Al Guden)